AMENDMENTS TO THE CLAIMS AND CLAIM LISTING

The listing of the claims immediately below, in which certain amendments are highlighted, replaces all prior versions of the claims provided in this application. Amendments to the claims previously entered in this application have not been highlighted herein.

1. (currently amended) A method of populating a merchandising product database at a first network location, comprising:

obtaining merchandising data related to a product from a point of presentation of the product, the obtaining step comprising acquiring selected product information from at least one user interaction at a second network location with a presentation medium obtained from a server at a third network location; and

storing at least part of the obtained merchandising data in the merchandising product database at the first network location, the storing comprising collecting the selected product information in the merchandising product database.

2. (currently amended) The method of claim 1, wherein the obtaining step comprises obtaining the merchandising data directly from a presentation device at the second network location on which the product is presented.

3. (currently amended) The method of claim 1, wherein the obtaining step comprises obtaining data about the product directly from the point of presentation of the product at the second network location.

4. (original) The method of claim 1, wherein the merchandising product database does not have information related to the product stored therein prior to the storing step.

product comprising a computer usable medium and a computer program mechanism embodied therein that enables the computer device to perform a method of for populating a merchandising product database at a first network location, the computer program mechanism comprising:

first computer program codes to cause the computer device to obtain merchandising data related to a product from a point of presentation of the product at a second network location, the first computer program codes comprising computer program codes for acquiring selected product information from at least one user interaction at the point of presentation with a Web-page served by a server at a third network location; and

second computer program codes to cause the computer device to store at least part of the obtained merchandising data in the merchandising product database at the first network location, the second computer program codes further comprising computer program codes for modifying the merchandising product database to include the selected product information.

21. (currently amended) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data directly from a presentation device at the second network location on which the product is presented.

22. (canceled)

23. (currently amended) The computer program product of claim 20, wherein the first computer program codes comprise computer program codes to cause the computer device to obtain the merchandising data selected product information generally contemporaneously with presentation of the product Web-page at the second network location.

24. (original) The computer program product of claim 20, wherein the point of presentation comprises an output medium of an interactive catalog.

25. (canceled)

26. (currently amended) A method of populating a merchandising product database located at a first network location, comprising:

rendering in response to user interaction with an interactive catalog, at least a portion of an the interactive catalog at a second network location, wherein content of the rendered portion includes a description of one or more products and wherein the content is obtained from one or more source product databases, at a third network location:

communicating selected data related to the products to the merchandising product database at the first network location such that the selected data is communicated from the source product databases to the merchandising product database by way of the second network location and without requiring a direct data importation transfer between the source product databases at the third network location and the merchandising product database at the first network location; and

modifying the merchandising product databases using the selected data such that the databases include a representation of the selected data.

27. (currently amended) The method of claim 26, wherein the rendered portion of the interactive catalog acts as a conduit through which information from the source product databases is communited communicated to the merchandising product database through the interactive catalog.

28. (currently amended)   The method of claim 26, wherein the selected data related to the products comprises parameters embedded within the rendered portion of the interactive catalog.

29. (currently amended)   The method of claim 26, wherein the selected data related to the

Response to Office Action

products comprises a product identification.

30. (currently amended)   The method of claim 26, wherein the selected data related to the products comprises a product description.

31. (new)   The method of claim 1, wherein the selected information comprises portions of the presentation medium specified by the third network location for storage at the merchandising database at the first network location.

32. (new)   The system of claim 8, wherein the selected product data comprises portions of the Web-page specified by the server at the third network location to be stored in the storage device at the first network location.

33. (new)   The computer program product of claim 20, wherein the selected product information comprises portions of the Web-page specified by the server at the third network location to be obtained by the first computer program codes and stored by the second computer program codes.